

**THE EFFECTIVENESS OF WEB ADVERTISING IN  
INFLUENCING THE PEOPLE IN KLANG VALLEY  
TOWARDS VISIT MALAYSIA YEAR 2007**

**RAZILAH BINTI JALIL**

**Submitted in Partial Fulfillment  
of the Requirement for the  
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(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
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## LETTER OF TRASMITTAL

14 May 2007

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business management  
Universiti Teknologi MARA  
78000 Lendu  
MELAKA

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE EFFECTIVENESS OF WEB ADVERTISING IN INFLUENCING THE PEOPLE IN KLANG VALLEY TOWARDS VISIT MALAYSIA YEAR 2007" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



RAZILAH BINTI JALIL

2004236221

Bachelor of Business Administration (Hons) Marketing

## DECLARATION OF ORIGINAL WORK



### BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING UNIVERSITI TEKNOLOGI MARA MELAKA

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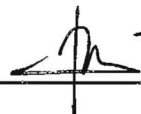
I, Razilah binti Jalil,

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_



Date: \_\_\_\_\_

14 MAY 2007

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## **ABSTRACT**

This research is conduct to carry out “ The Effectiveness Of Web Advertising In influencing The people In Klang Valley Towards Visit Malaysia Year 2007” . The main objective is to measure the level of people awareness about Tourism Malaysia website especially During Visit Malaysia Year 2007. As we know, Tourism Malaysia is an organization under government who are responsible to promote Malaysia all around the world. Our government has been spend a lot of money because realizes that tourism industry has potential to increase government revenue after oil industry.

When tourist come and holiday in Malaysia, of course they will spend a lot of their money and automatically it can increase economic growth and it also can give opportunity to local entrepreneur to get a profit towards tourism industry. So, in order to achieve the goals, Tourism Malaysia has been created big events the whole year with one objective which is to attract a lot of tourist to come and holiday in Malaysia. The respondents of this study were the people in Klang Valley. 50 questionnaires has been distributed them. The researcher had been used convenience sampling as a sampling technique.